Government of Newfoundland and Labrador

CENTRAL CANADA POTENTIAL MARKET STUDY – 1985

Planning and Evaluation Division
Tourism Branch
Department of Development & Tourism

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Acknowledgements

The implementation of any survey requires a great deal of planning. Consideration of many factors is necessary to ensure the actual implementation of the questionnaire results in meaningful and useful information.

With the above in mind, the Planning and Evaluation Division of the Department of Development and Tourism wishes to express their thanks to Ms. Dorthy Dowling, Teaching Master, Tourism Management Program, Georgian College School of Tourism for implementing and co-ordinating this research effort.

Additional thanks is given to all other Georgian College staff and students involved in the project, as well thanks is given to Ms. Eileen Druken; without her time and patience in typing the text and tables, this report would not be possible.

Preface

In the past, Planning and Evaluation's Travel/Tourism research efforts were mainly directed towards the existing market - that is, people who have visited Newfoundland and Labrador. The data collected was mainly used to measure the volume and change in the industry and did not apply to potential market situations.

In order to provide the proper direction for the marketing and development of the Newfoundland and Labrador Travel/Tourism Industry it was necessary to expand the Branch's research efforts into potential markets.

Based on the above, the 1985 Central Canada Potential Market Study was proposed and implemented in Southern Ontario and Quebec. This study was implemented, on the Department's behalf, by staff from Georgian College of Applied Arts and Technology (School of Tourism) in Barrie Ontario.

This report represents a summary of the market study results. Please direct any inquiries to Roger Haynes of the Planning and Evaluation Division of the Department of Development and Tourism, c/o P.O. Box 2016, St. John's, NF A1C 5R8, (709) 576-2974.

1.0 Purpose

As noted in the preface, the overall objective of this survey was to provide information for the proper marketing and development of the Newfoundland and Labrador Travel/Tourism Industry. This survey should identify and profile those market segments in Southern Ontario and Quebec that show the highest potential/interest for the province's vacation products.

More specifically, the following information was sought:

1. The frequency and intent of 1000 + mile trips by Central Canada residents including examination of season and destination of last trip.
2. Examination of various characteristics relating to the last summer trip in excess of 1000 miles including group composition, mode of travel, and accommodation useage.
3. Examination of the planning process including time required and sources of information prior to the trip.
4. Media habits: radio and television.
5. Examination of Central Canadian's attitudes to vacation travel.
6. Examination of Central Canadian attitudes/perceptions towards Newfoundland.
7. Examination of vacation activities preferences for the Central Canada residents.
8. To measure the likelihood of a Newfoundland and Labrador vacation in the next 2 years, as well as, examination of provincial ties and previous visits.
9. Examination of demographic characteristics including age, marital status, language useage, education level, occupation, community size, household income and number of children at home.

2.0 Overview of the Methodology

2.1 Questionnaire

The questionnaire was self-administered, measuring 22 x 36 cm, containing twenty-three questions and sections for recording comments.

A pre-stamped addressed envelope was provided with each questionnaire. Completed questionnaires were returned to Georgian College for editing, coding and processing. All households returning the questionnaire were given one chance at winning a trip for 2 to Newfoundland and Labrador. A copy of the covering letter and questionnaire, in both English and French, is presented in appendix "A".

2.2 Sample Selection Procedure

The sample was drawn from residents living in the metropolitan Toronto, metropolitan Montreal and surrounding areas. The method for selecting the residents was a systematic random sampling technique based on the telephone directory.

Anglophone and Francophone residents in Quebec were selected based on the population distribution analysis contained in the 1981 census publications by Statistics Canada. French and English census subdivisions were identified by area and by telephone exchange and respondents were chosen on this basis.

2.3 Processing

Field work for this survey began in March 1985. All questionnaires returned from Ontario households by April 12, 1985 and all questionnaires returned from Quebec households by April 19, 1985 were edited and coded for data entry and processing.

Frequency counts and cross tabulations were created by utilizing SPSS software version 9 (statistical package for the social sciences) programs written by the staff of Georgian College (School of Tourism).

2.4 Population

The population base for this survey consisted of all those persons over the age of 18 living in the Toronto and Montreal metropolitan and surrounding areas that were listed in the respective telephone directories. Information based on 1981 census publications of Statistics Canada indicated that 1,559,400 and 1,491,060 people (over the age of 20) reside in metropolitan Toronto and Montreal respectively.

In March 1985, 2,500 questionnaires were mailed out to the selected households in Ontario and Quebec; (1,000 in metro Toronto and 1,500 in metro Montreal). Of these, 544 were returned as dead mail, 183 from the Ontario sample and 361 from the Quebec sample. This dead mail reduced the effective population base to 1,956 households (817 in Ontario and 1,139 in Quebec). 878 questionnaires were returned for a overall response ratio of 44.9%

The response rates for Ontario and Quebec were 56.1% and 36.8% corresponding to 458 and 419 questionnaires respectively.

Results based on these households are presented in the following sections.

3.0 Summary of findings

3.1 Minimum Distance Traveller (MDT)

Travellers in Southern Ontario and Quebec that show the greatest potential for a Newfoundland and Labrador vacation are those that show an affinity to take trips in excess of 1000 miles - the minimum distance required to reach the province.

Approximately 2/3 (65.4%) of the Ontario and Quebec residents reported taking a trip (1000 + miles) in the last two years. This ranged from a low of 62.6% for Southern Ontario to a high of 77.2% for French speaking Quebec.

Although less than past travel, 60.8% of Southern Ontario and Quebec residents intend to take an additional trip of at least 1000 miles in the next two years. With respect to Ontario residents 62.2% intend such a trip, 66.3% of English Quebec while just over 1/2 (51.6%) of French Quebec intend such a trip.

Unfortunately, this intended trip is not very likely to be Newfoundland and Labrador. Only 4.8% and 13.8% of the respondents indicated very likely or likely to visit our province in the next two years. Just over 1/3 (34.2%) were unsure of their vacation intention with respect to Newfoundland and Labrador.

Table 1 - Origin By Taken 1000 + Mile Trips

(Row %)

	Yes	No	Total
Ontario	270 (62.2%)	158	422
Quebec (English)	126 (65.3%)	67	193
Quebec (French)	78 (77.2%)	23	101
	468 (65.4)	248	716

Table 2 - Origin by Intent For 1000 + Mile Trips

(Row %)

	Yes	No	Total
Ontario	270 (62.2%)	164	434
Quebec (English)	134 (66.3%)	68	202
Quebec (French)	97 (51.6%)	91	188
	501 (60.8%)	323	824

Table 3 - Likelihood to Visit Newfoundland and Labrador in the Next Two Years

	# of responses	%
Very Likely	41	4.8
Likely	117	13.8
Unsure	289	34.2
Not Likely	230	27.2
Not Very Likely	169	20.0
	846	

3.2 Past 1000 + Mile Trips

Introduction

As noted earlier, 60.8% of Southern Ontario and Quebec residents intend to take a future trip in excess of 1000 miles. This ranged from a low of 51.6% for French speaking Quebec residents to just about 2/3 (66.3%) for English Quebec. Just over 3/5 (62.2%) of Southern Ontario residents intend such a trip. Not withstanding present interest/likelihood for a Newfoundland and Labrador vacation, these respondents represent the prime market for the province.

3.2.1 Season

As noted, approximately 2/3 (65.4%) of Southern Ontario and Quebec residents reported taking a trip (1000 + miles) in the last two years. Of these, over 1/3 (37.3%) were taken during the winter while just under 1/3 (30.2%) were taken during the summer months. Spring and fall trips accounted for 18.0% and 14.6% of the total trips respectively.

3.2.2 Destinations

Approximately 8 of every 10 trips (80.1%) in excess of 1000 miles were to destinations outside Canada. Destinations mentioned included the South Atlantic States, (42.5% of all outside destinations), Europe (21.9%), areas outside of Europe and the United States, (25.9%). Destinations inside Canada represented only 19.9% of all 1000 + mile trips reported by the residents of Southern Ontario and Quebec.

Table 4 - Destination by Season of Vacation

	Spring		Summer		Fall		Winter		Total	
	# of trips	%	# of trips	%	# of trips	%	# of trips	%	# of trips	%
TOTAL outside Canada	75	89.3	88	62.4	57	83.8	154	88.5	374	80.1
TOTAL inside Canada	9	10.7	53	37.6	11	16.2	20	11.5	93	19.9
(percent of trips by season)	84	(18.0)	141	(30.2)	68	(14.6)	174	(37.3)	467	
Outside of Canada Destinations										
South Atlantic States	37	49.3	35	39.8	19	33.3	68	44.4	159	42.5
Mid Atlantic States	0	-	1	1.1	0	-	0	-	1	0.3
New England States	0	-	1	1.1	0	-	0	-	1	0.3
East North Central States	1	1.3	1	1.1	0	-	2	1.3	4	1.1
West South Central States	0	-	2	2.3	0	-	3	1.9	5	1.3
West North Central States	0	-	0	-	1	1.8	0	-	1	0.3
Mountain States	2	2.7	0	-	1	1.8	7	4.5	10	2.7
Pacific States	2	2.7	2	2.3	4	7.0	6	3.9	14	3.7
Europe	18	24.0	30	34.1	17	29.8	17	11.0	82	21.9
Other Destinations	15	20.0	16	18.2	15	26.3	51	33.1	97	25.9
TOTAL outside Canada	75		88		57		154		374	
Inside Canada Destinations										
Newfoundland and Labrador	0	-	8	15.1	1	9.1	0	-	9	9.7
Nova Scotia	0	-	10	18.9	3	27.3	2	10.0	15	16.1
New Brunswick	0	-	2	3.8	0	-	0	-	2	2.2
Prince Edward Island	0	-	5	9.4	0	-	0	-	5	5.4
Manitoba	1	11.1	3	5.7	1	9.1	2	10.0	7	7.5
Saskatchewan	0	-	0	-	0	-	1	5.0	1	1.1
Alberta	2	22.2	10	18.9	1	9.1	6	30.0	19	20.4
British Columbia	6	66.7	13	24.5	5	45.5	9	45.0	33	35.5
Territories	0	-	2	3.8	0	-	0	-	2	2.2
TOTAL inside Canada	9		53		11		20		93	

The Maritimes collectively represented 1/3 (33.4%) of all Canadian destinations while Western Canada accounted for the remaining 2/3 (66.6%) of the trips. Specfic destinations mentioned included British Columbia (35.5%), Alberta (20.4%) and Nova Scotia (16.1%). Newfoundland and Labrador accounted for 9.8% of all Canadian destinations in excess of 1000 miles, however, this proportion drops below 2% when all 1000 mile trips are considered.

3.2.3 Destination by Season of Trip

As noted in the previous section, only 19.9% of all the 1000 + mile trips were to Canadian destinations; however, this proportion varied depending on the time of the year. During the summer months this proportion rose to more than 1/3 (37.6%) while during the spring and winter this proportion fell to approximately 1 in 9 trips (10.7% and 11.5% respectfully).

3.3 Last Summer Trip of 1000 + Miles

3.3.1 Destination

Approximately 3/4 (72.9%) of the residents reported a summer trip in excess of 1000 miles. Canadian destinations accounted for almost 2/5 (37.6%) of all summer trips reported. Specific destinations included British Columbia (24.5%), Alberta and Nova Scotia (both at 18.9%), and Newfoundland and Labrador (15.1%).

Destinations mentioned for the 62.4% of trips outside Canada were to South Atlantic States (39.8%), Europe (34.1%), and areas outside of Europe and the United States (18.2%).

3.3.2 Mode of Travel

With Respect to mode of travel, almost 1/2 (48.7%) reported travelling by airplane; 2/5 (42.5%) indicated they travelled by car. An additional 3.2% travelled by motorhomes while 1.9% reported they travelled by bus.

3.3.3 Accommodation Usage

With respect to accommodation usage, 2/3 (66.7%) of Southern Ontario and Quebec residents reported spending nights in hotels/motels. An additional 2/5 (39.7%) reported spending nights with friends and relatives while 17.4% spent nights camping or in trailer parks. Private and commercial cabins were used by 4.3% and 3.6% of the respondents respectively.

3.3.4 Group Composition

The majority of respondents (60.7%) indicated that they were travelling as a family[1]. Approximately 1/5 (21.0%) indicated they were husband and wife while an additional 20.1% reported travelling with children. In addition, 13.1% reported travelling as a couple while 12.2% said they were travelling alone.

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1. Family Corresponds to the categories of "Husband and Wife", "Couple with Children" and "Other Family Members".

Table 5 - Mode of Travel on Last Summer Trip

Mode	# of Responses	%
Car	199	42.5
Air	228	48.7
Bus	9	1.9
Rail	6	1.3
Boat	2	0.4
Motorhome	15	3.2
Other	9	1.9
	468	

Table 6 - Accommodation Usage on Last Summer Trip

Accommodation Type [Base = 604]	# of Responses	%[1]
Hotel/Motel	403	66.7
Camping/Trailer Park	105	17.4
Homes of Friends/Relatives	240	39.7
Private Cottages/Cabins	26	4.3
Commerical Cottages/Cabins	22	3.6
Other	27	4.5

1 Will add to more than 100% since respondents were able to use more than 1 accommodation type on their trip.

Table 7 - Group Composition on Last Summer Trip

Group Composition	# of Responses	%
Alone	71	12.2
Husband & Wife	122	21.0
Couple with Children	117	20.1
Other Family Members	114	19.6
Group of Friends	57	9.8
Couple	76	13.1
Business Associates	3	0.5
Other	21	3.6
	581	

3.4 Advance Planning/Sources of Information

Approximately 2/5 (41.8%) usually start planning their trip 1-3 months ahead of departure dates; over 1/3 (33.9%) require 4-6 months; while 12.3% usually start planning more than 7 months in advance.

Various sources are used by these respondents. The second most popular being friends and relatives (over 1/2, 53.2%). Ranking first was travel agents (61.8%), other popular sources included magazines/newspapers (43.6%), tourist offices (39.2%) and previous visits (32.8%).

3.5 Media Habits: Radio and Television

Radio shows/stations playing popular, easy listening is tuned in by 66.0% of the respondents while news programs ranked second and listened to by 3/5 (61.9%) of Ontario and Quebec residents. Other popular stations included classical stations (34.2%), rock (18.1%), country and western (16.1%) and jazz (10.3%).

With respect to television an overwhelming majority reported listing to TV news (81.5%). Only two other show types were reported by over 1/2 of the respondents - TV movies (75.1%) and educational programs (56.8%). Other shows included sports (45.2%), detective/adventure (40.4%), situation commedies (40.2%) and cultural programs (31.3%).

Table 8 - Advance Planning

Time	# of Responses	%
Less than 1 month	44	12.0
1 - 3 months	153	41.8
4 - 6 months	124	33.9
7 - 12 months	34	9.3
More than 1 year	11	3.0
	366	

Table 8a - Source of Information

Sources [Base = 500]	# of Responses	%[1]
Travel Agents	309	61.8
Package Tour Companies	82	16.4
Friends/Relatives	266	53.2
Tourist Information Offices	196	39.2
Auto Associations	84	16.8
Previous Visits	164	32.8
Toll Free Information Numbers	24	4.8
TV and Radio	36	7.2
Magazines/Newspapers	218	43.6
Other Sources	31	6.2

1 Will add to more than 100% since respondents were able to use more than 1 source type when planning their trip.

Table 9 - Radio and Television Programs

Program type [Base = 485]	# of Responses	% [1]
Rock	88	18.1
Popular - Easy Listening	320	66.0
Country and Western	78	16.1
Jazz	50	10.3
Classical	166	34.2
News	300	61.9
Other	28	5.8

TV show type [Base = 498]	# of Responses	% [1]
News	406	81.5
Educational/Documentaries	283	56.8
Cultural Programs	156	31.3
Situation Comedies	200	40.2
Detective/Adventure	201	40.4
Soap Operas	91	18.3
Religious Programs	39	7.8
Sports	225	45.2
Movies	374	75.1
Talk Shows	114	22.9
Quiz Shows	88	17.7
Other	9	1.8

1 Will add to more than 100% since respondents can indicate multiple radio and television programs.

3.6 Demographic Characteristics

3.6.1 Age

Slightly less than 1/5 (18.4%) of the respondents likely to take a 1000 + mile trip are between the ages of 45 and 54. An additional 16.2% indicated they were between 55 and 64 years of age while 11.7% reported they were 65 years of age or over. An equal proportion (12.9%) indicated their age to be 35 to 39 or 40 to 44 years of age. Only 15.7% of the respondents reported their age to be under 29 years.

3.6.2 Household Income

Those Southern Ontario and Quebec residents likely to take a 1000 mile plus trip are generally upper income earners as more than 1/4 (26.4%) reported a household income in excess of $50,000. An additional 19.3% and 15.2% respectively indicated a household income between $30,000 and $39,000 or $40,000 to $49,000. Only about 1/5 (18.3%) reported a household income of less than $20,000.

3.6.3 Occupation/Spouse's Occupation

Approximately 2/5 (41.1%) of the respondents occupations and just under 1/3 (31.3%) of the spouse's occupations are related to management or administrative functions. In addition, 17.7% of the respondents and 13.5% of the spouse's occupations are in the skilled labour fields. With respect to retired, 12.4% of the respondents and 7.0% of the respondent's spouses fell into this category. Approximately 1/5 (20.5%) of the spouses occupations was reported as homemaker while 14.8% of the spouses occupation was in the clerical field.

Table 10 - Demographics

Age	# of Responses	%
18-24	25	5.1
25-29	52	10.6
30-34	60	12.3
35-39	63	12.9
40-44	63	12.9
45-54	90	18.4
55-64	79	16.2
65 +	57	11.7
	489	

Household Income	# of Responses	%
Under $10,000	24	5.2
$10,000-$19,000	61	13.1
$20,000-$29,999	97	20.8
$30,000-$39,999	90	19.3
$40,000-$49,999	71	15.2
$50,000 & over	123	26.4
	466	

Table 10 (cont.) - Demographics

Occupation	# of Responses	%
Manageral/Adminsitration	344	41.1
Skilled Labour	148	17.7
Retired	104	12.4
Clerical	68	8.1
Sales Related	41	4.9
Unskilled Labour	36	4.3
Farming	5	0.6
Homemaker	54	6.5
Student	21	2.5
Unemployed	16	1.9
	837	

Spouses Occupation	# of Responses	%
Manageral/administration	160	31.3
Skilled Labour	69	13.5
Retired	36	7.0
Clerical	76	14.8
Sales Related	25	4.9
Unskilled Labour	24	4.7
Farming	3	0.6
Homemaker	105	20.5
Student	7	1.4
Unemployed	7	1.4
	512	

Occupation responses are for all respondents regardless of their intent for a 1000 + mile trip.

3.6.4 Education Level

Southern Ontario and Quebec residents intending to travel in excess of 1000 miles are very well educated; over 2/5 (41.1%) have attended college or university while an additional 14.4% reported completing some post graduate studies. Only 5.3% (or 11.3% of the Quebec residents) have completed CEGEP.

3.6.5 Marital Status

Approximately 2/3 (65.0%) of the respondents are married while 21.0% reported they were single. In addition, 8.2% and 4.0% respectively reported their status as divorced or widowed.

3.6.6 Language Usage

Almost 3/4 (71.0%) indicated that English was the language most often used at home while 24.0% reported French.

3.6.7 Number of Children at Home

Approximately 2/3 (63.7%) of the potential 1000 + mile travellers reported no children under the age of 16 living at home. An additional 16.8% and 12.9% respectively indicated 1 child or 2 children living at home.

3.6.8 Community Size

Potential travellers are living in large communities as over 2/5 (45.1%) reported living in cities accommodating in excess of 500,000 people. In addition, approximately 1/5 (20.5%) live in areas where the home community has 30,000 to 99,999 people while 13.8% live in communities of 100,000 to 500,000 people

Table 10 (cont.) - Demographics

Education Level	# of Responses	%
Elementary School	19	3.8
Secondary School	172	34.8
CECEP (Quebec)	26	5.3
College or University	203	41.1
Post Graduate	71	14.4
Other	3	0.6
	494	

Marital Status	# of Responses	%
Single	105	21.0
Married	325	65.0
Divorced	41	8.2
Widowed	20	4.0
Separated	9	1.8
	500	

Language Useage	# of Responses	%
English	355	71.0
French	120	24.0
Other	25	5.0
	500	

Children at Home	# of Responses	%
None	261	63.7
One	69	16.8
Two	53	12.9
Three	24	5.9
Four +	3	0.7
	410	

Community Size	# of Responses	%
Less than 1,000	5	1.0
1,000-9,999	47	9.8
10,000-29,999	47	9.8
30,000-99,999	98	20.5
100,000-500,000	66	13.8
500,000 +	216	45.1
	479	

3.7 Attitudes Towards Vacation Travel (Table Follows)

Respondents were to indicate their level of agreement with various vacation statements (responses recorded on a 5 point scale).

Over 3/4 (77.5%) of the respondents prefer to make all their travel arrangements prior to travelling. In addition, 76.5% indicating they like to meet new and interesting people while on their trip. At the other end of the scale, 11.1% would prefer to spend their money on something other than a vacation while 10.5% when travelling prefer destinations closer to home.

With respect to other attitudes:

- 70.8% like to visit new and different places.
- 68.9% like to get away from the hustle and bustle.
- 56.8% prefer many activities.
- 51.5% want to have fun and be entertained.
- 38.8% prefer first class hotels and resturants.
- 30.9% want to vacation in the winter and go to a hot climate.
  prefer a package deal.
- 27.6% prefer a number of short trips instead of one long one.

Table 11 Attitudes Towards Vacation Travel

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I like to make all my arrangemenst before I take my vacation.	40.6	36.9	14.8	6.4	1.4
I would rather take a number of short trips instead of one long one.	7.9	19.7	34.8	27.4	10.1
I prefer destinations closer to home.	2.9	7.6	29.3	43.6	16.7
I like to meet new and interesting people while on vacation.	33.2	43.3	18.0	4.1	1.4
I take vacations to get away from the hustle and bustle.	33.4	35.5	20.3	8.4	2.4
I prefer to take my vacation in the winter and go to a hot climate.	13.0	17.9	39.3	21.0	8.9
While on vacation, my only thought is to have fun and to be entertained.	17.9	33.6	20.4	23.6	4.5
I would just as soon spend my money on things other than a vacation.	2.2	8.9	26.5	40.1	22.3
It is important that the destination has many activities for me to enjoy.	18.2	38.6	25.9	15.5	1.8
On my vacation, I like to go to first class hotels and restaurants.	12.5	26.3	26.2	27.1	7.9
I prefer a "package" vacation - one cost that includes transportation, accommodation and an itinerary.	9.3	19.8	24.2	24.6	17.0
I like to visit new and different places on each vacation.	27.7	43.1	20.2	7.7	1.2

3.8 Attitudes Towards Vacation Travel by Some Demographics

As noted in the previous section respondents were to indicate their level of agreement (5 pt scale) with various vacation statements. This section will profile these statements as they relate to different age, household income, education background and community size groups. Briefly summarized; different attitude statements do provide significantly different level of agreement in the Southern Ontario and Quebec markets.

3.8.1 Differences by Age

Respondents between 18 and 24 years of age are less likely to agree with prefering destinations close to home and are more likely to agree with certain attitude statements including meeting new/interesting people, looking for fun and entertainment and the desire to find many activities at the chosen destination. In addition respondents between 35 and 39 years of age are less likely to agree with making arrangements prior to the trip, meeting new/interesting people and going to first class hotels and restaurants. These same respondents are not likely to record scores significantly above the population norm for any of the attitude statements.

Respondents between the ages of 55 and 64 are less likely to agree with looking for fun and entertainment and the desire for many activities, while respondents over 65 years of age are less likely to agree with taking a vacation to escape the hustle/bustle, looking for fun/entertainment, desire for many activities and wanting to visit new and different places. This same group are more likely to agree with a series of attitude statements including liking to make arrangements prior to their trip, useing first class hotel/restaurants, interest in package deal and going to a hot climate in the winter.

3.8.2 Differences by Household Income

Respondents reporting a household income between $10,000 and $19,999 are more likely to agree with prefering destinations close to home, looking for fun/entertainment, preference for a package deal and liking to visit new and different places.

In addition households reporting an income under $10,000 are less likely to want various activities and first class restaurants/hotels while on vacation. These same respondents do show a preference for a number of short trips, destinations close to home and a preference for package deals.

Households reporting an income in excess of $50,000 are more likely to want first class hotels/restaurants on their vacation and less likely to want to make all arrangements prior to travelling, destinations close to home, and a package deal.

3.8.3 Differences by Education Level

Respondents reporting elementary schooling as their highest level of education are more agreeable to making all arrangements prior to travelling, taking a number of short trips, choosing destinations close to home and showing a strong interest in package vacations.

Respondents that have completed university or college are less likely to prefer destinations close to home but are very likely to want to meet new and interesting people while on their trip. In addition respondents that have completed same post graduate studies are less interested in meeting new people, fun/entertainment , many activities and package type vacations. This same group are not likely to record scores significantly above the population norm for any of the attitude statements.

3.8.4 Differences by Community Size

Respondents living in communities of 1000 - 9999 people are less interested in making all their arrangements prior to travelling, fun/entertainment, and first class hotels/restaurants.

Respondents living in communities of 30,000 to 99,999 people are more interested in taking a number of short trips, as well as, going to first class hotel and restaurants. In addition respondents in communities of 100,000 to 500,000 people also prefer a number of short trips, but contrasting both of these groups of respondents in very large areas (over 500,00) are less interested in a number of short trips. This same group is also less interested in fun and entertainment.

GENERAL ATTITUDE STATEMENTS

(To be used with the following table)

Statement	
A	I like to make all my arrangements before I start my vacation.
B	I would rather take a number of short trips instead of one long one.
C	I prefer destinations close to home.
D	I like to meet new and interesting people while on vacation.
E	I take vacations to get away from the hustle and bustle.
F	I prefer to take my vacation in the winter and go to a hot climate.
G	While on vacation, my only thought is to have fun and be entertained.
H	I would just as soon spend my money on things other than a vacation.
I	It's important that the destination has many activities for me to enjoy.
J	On my vacation, I like to go to first class hotels and restaurants.
K	I prefer a "package" vacation, ie. one cost that includes transportation, accommodations and an itinerary.
L	I like to visit new and different places on each

% of Respondents Indicating strongly agree or agree for Attitude Statements

STATEMENT	A	B	C	D	E	F	G	H	I	J	K	L
Population	77.5	27.6	10.5	76.5	68.9	30.9	51.5	11.1	56.8	38.8	29.1	70.8
Age												
18-24	80.0	25.0	0.0	87.2	72.5	30.0	67.5	15.4	71.8	38.5	30.7	70.0
25-29	75.3	30.0	8.1	78.0	68.3	23.3	62.4	11.0	73.3	38.7	28.0	70.3
30-34	71.9	18.8	7.4	76.6	74.7	34.8	59.3	12.5	58.4	27.1	28.5	73.0
35-39	70.3	28.5	8.4	71.2	70.1	28.2	56.3	9.3	57.6	27.7	27.4	70.4
40-44	79.6	27.6	12.9	72.6	75.0	29.3	45.0	13.8	53.7	40.4	23.9	73.4
45-54	78.8	30.3	12.5	78.1	69.0	30.6	56.0	9.9	58.7	44.8	27.6	72.6
55-64	73.1	30.2	13.0	79.1	66.9	32.9	34.2	8.6	47.6	40.8	28.2	72.1
65 +	91.1	34.1	19.0	83.4	58.8	41.5	44.5	10.1	42.6	54.7	47.0	64.7
Household $												
Under $10,000	79.9	38.9	24.6	78.2	70.7	27.6	53.5	15.8	51.7	25.8	47.3	74.6
$10,000-$19,999	79.5	32.2	19.3	73.7	68.2	26.6	57.1	10.8	59.6	41.2	37.2	78.2
$20,000-$29,999	81.6	24.1	10.2	82.8	73.1	30.5	59.2	12.1	63.3	41.0	31.7	74.5
$30,000-$39,999	79.9	28.5	8.5	77.6	70.1	31.6	50.6	10.4	56.8	32.9	31.8	69.7
$40,000-$49,999	71.0	27.1	8.4	75.5	69.2	33.9	41.5	8.6	56.6	36.4	20.5	60.7
$50,000 plus	70.4	24.5	5.4	72.4	68.0	30.6	43.8	8.4	55.1	46.2	16.2	70.0
Education Level												
Elementary	88.2	32.8	21.1	74.0	70.9	25.4	58.2	9.1	57.2	35.7	47.4	72.5
Secondary	78.7	30.7	13.6	74.7	75.1	34.5	58.7	10.7	58.2	42.5	34.1	74.4
CEGEP	82.7	32.6	13.1	87.0	77.8	15.2	57.8	9.4	62.3	39.1	17.4	60.9
University/college	72.6	23.9	5.3	83.3	65.0	29.8	51.1	11.3	60.0	37.9	25.9	70.8
Post Graduate	75.2	27.7	12.0	68.0	64.3	33.7	28.8	11.9	47.0	34.0	18.0	66.3
Other	62.5	37.5	12.5	75.0	50.0	50.0	37.5	37.5	25.0	37.5	50.0	62.5
Community Size												
Under 1,000	64.3	28.6	21.4	71.4	71.4	38.5	69.3	15.4	42.9	42.9	53.9	78.6
1,000-9,999	72.3	31.5	12.9	80.5	70.0	28.7	43.3	7.8	53.4	30.3	27.3	74.8
10,000-29,999	77.8	32.1	12.7	78.8	78.8	31.6	60.5	8.8	68.4	34.5	31.3	76.3
30,000-99,999	82.2	34.5	12.9	75.6	72.4	33.1	55.5	11.2	61.4	49.5	31.2	72.8
100,000-500,000	79.8	39.0	14.3	77.3	73.8	31.0	54.0	9.2	59.6	37.8	33.0	69.3
Over 500,000	73.4	19.9	7.0	77.7	63.1	27.7	46.2	13.4	52.0	35.6	24.9	67.2

3.9 Activity Preferences - Potential 1000 + Mile Trip Takers

Seeing natural wonders and getting alot of fresh air are the two most popular activities as 91.6% and 91.2% of the respondents indicated they like these activities. Other popular activities include enjoying the scenery (87.3%), experiencing an unique culture and local customs (80.0%), swimming (78.5%), dining in fine restuarants (78.0%) and visiting small towns (76.5%).

The least popular activities include mountain climbing (17.6%), golf (27.3%), discotheques/pubs (33.7%), winter skiing (36.2%), hiking/backpacking (41.3%) and camping/tenting (41.5%).

Table 12 - Activity Groupings

Outdoor Active	% Liking	Rank
Camping/Tenting	41.5	25
Swimming	78.5	5
Hiking/Backpacking	41.3	26
Mountain Climbing	17.6	30
Fishing	44.6	23
Sailing/Boating	63.4	17
Playing golf	27.3	29
Winter skiing	36.2	27
Visiting Nat/Prov parks	70.6	11
Average Rank		21.4
Median Rank		25.0

Outdoor Passive	% Liking	Rank
Picnic/Cookouts	66.8	14
Lying around/relaxing	75.6	9
Alot of fresh air	91.2	2
Getting a good tan	59.5	19
Visiting theme parks	51.1	22
Attend sports events	43.7	24
Enjoying the scenery	87.3	3
Seeing natural wonders	91.6	1
Average Rank		12.4
Median Rank		14.0

City-Life	% Liking	Rank
Attend Theatre/Plays	51.7	21
Visit museums/Art Galleries	69.5	12
Dining in fine restaurants	78.0	6
Shopping	55.4	20
Going to Disco/Pubs	33.7	28
Visit big cities	67.7	13
Average Rank		16.7
Median Rank		16.5

History/Culture	% Liking	Rank
Meet new people	76.8	8
Visit historic sites	75.5	10
Expierence unique Culture	80.0	4
Attend local festivals	66.5	15
Visit friends/relatives	64.3	16
Visit small towns	76.5	7
Average Rank		10.0
Median Rank		9.0

3.10 Activity Groupings (Summary of Preceeding Tables)

3.10.1 Outdoor Active

This grouping consists of 10 of the 30 pre-listed activities, only two of the component activities recorded in excess of 70% preference for the activity - swimming at 78.5% and visiting national and provincial parks at 70.6%. The rank scores for swimming and visiting national/provincial parks were 5 and 11 respectively.

Despite the strong preference for swimming and the somewhat modest preference for visiting parks, this group of activities are the least popular among the residents of Southern Ontario and Quebec - 6 of the listed activities rank in the bottom 8 of all activities. This fact is also reflected in the average and median rank scores of 21.4 and 25.0 respectively - the lowest of all for groups.

3.10.2 Outdoor Passive

As with the outdoor active group, this grouping also consists of 10 of the 30 pre-listed activities. However, in contrast, this group contains the top three ranking activities; seeing natural wonders, getting alot of fresh air and just enjoying the scenery (all approximately 90% preference).

Despite the preceeding fact, this list places second in terms of activity preferences (average and median rank scores of 12.4 and 14.0 respectively are second lowest of the four activity groupings examined). This placement is due in part

to the low popularity of three component activities; getting a good tan, visiting theme parks and attending sporting events (preference score of 59.9%, 51.1%, and 43.7% respectively and corresponding ranks of 19, 22, and 24.

3.10.3 City-Life

This grouping consists of 6 of the 30 pre-listed activities. This list ranks third in relation to the other groups examined and recorded average and median rank scores of 16.7 and 16.5 respectively. The most popular component activities are dining in fine resturants (78% preference and a rank of 6) and visiting museums/art galleries with a preference rating of 69.5% and rank score of 12. The least popular is going to disco/pubs with a preference score of 33.7% and a rank of 28.

3.10.4 History/Culture

This grouping consists of the remaining 6 pre-listed activities. This list placed first in relation to the other groups examined as it recorded the lowest average and median rank scores of 10.0 and 9.0 respectively.

The most popular components included experiencing an unique culture/local customs (80% preference and a rank of 4), visiting smaller towns with a 76.5 preference score and a rank of 7. The least popular component was visiting friends and relatives with a preference and rank score of 64.3% and 16 respectively.

Table 13 - Activity Grouping by Origin

Outdoor Active	Ontario		English Quebec		French Quebec		Total	
	% Liking	Rank	% Liking	Rank	% Liking	Rank	% Liking	Rank
Camping/Tenting	45.6	25	34.1	25	51.9	22	41.5	25
Swimming	73.9	4	80.3	5	76.5	12	78.5	5
Hiking/Backpacking	29.8	27	27.6	28	84.7	8	41.3	26
Mountain Climbing	14.9	30	23.0	30	9.5	30	17.6	30
Fishing	45.7	24	40.3	23	53.9	21	44.6	23
Sailing/Boating	66.3	13	62.9	16	47.2	24	63.4	17
Playing Golf	26.7	29	28.2	27	33.8	28	27.3	29
Winter skiing	28.0	28	32.9	26	58.8	19	36.2	27

Outdoor Passive	Ontario		English Quebec		French Quebec		Total	
	% Liking	Rank	% Liking	Rank	% Liking	Rank	% Liking	Rank
Picnic/cookouts	66.5	12	57.5	18	90.4	4	66.8	14
Lying around relaxing	72.7	7	75.7	10	93.9	3	75.6	9
Alot of fresh air	90.9	1	94.4	1	86.3	7	91.2	2
Getting a good tan	57.1	20	55.8	19	59.8	18	59.5	19
Visiting theme parks	52.3	21	40.8	22	67.0	15	51.1	22
Attend sporting events	46.9	23	37.1	24	45.0	25	43.7	24
Enjoying the scenery	86.1	3	87.2	3	95.1	1.5	87.3	3
Seeing natural wonders	89.9	2	88.7	2	95.1	1.5	91.6	1
Sightseeing tours	65.1	14	61.3	17	36.6	27	61.3	18
Visit Nat/Prov Parks	66.8	11	70.4	12	79.8	8.5	70.6	11

Table 13 (cont.) - Activity Grouping by Origin

City-Life	Ontario		English Quebec		French Quebec		Total	
	% Liking	Rank	% Liking	Rank	% Liking	Rank	% Liking	Rank
Attend Theatre/plays	47.6	22	50.2	20	44.5	26	51.7	21
Visit Museums/Art galleries	63.9	17	78.1	7.5	56.6	20	69.5	12
Dining in Fine Restaurants	70.8	10	78.1	7.5	87.4	6	78.0	6
Shopping	57.5	19	46.9	21	49.1	23	55.4	20
Going to Disco/pubs	31.7	26	26.2	29	32.1	29	33.7	28
Visit big cities	57.9	18	65.1	15	72.5	14	67.7	13

History/Culture	Ontario		English Quebec		French Quebec		Total	
	% Liking	Rank	% Liking	Rank	% Liking	Rank	% Liking	Rank
Meeting new people	71.4	9	80.1	6	78.8	11	76.3	8
Visit historic sites	71.9	8	76.9	9	79.8	8.5	75.5	10
Experiencing unique culture	73.2	6	84.9	4	75.4	13	80.0	4
Attend local festivals	64.0	16	67.9	13	61.8	17	66.5	15
Visit friends/relatives	64.6	15	65.5	14	65.5	16	64.3	16
Visit smaller towns	73.6	5	71.7	11	88.5	5	76.5	7

3.11 Activity Groupings by Origin

3.11.1 Outdoor Active

As shown in the proceeding table, preferences for outdoor active components differ by origin. The most significant changes occur for French Quebec residents. These residents show a higher than average interest in hiking/backpacking and winter skiing and significant lower rankings for the water based activities of swimming and sailing/boating. Rankings by activity for Ontario and English Quebec residents do not differ from the norm significantly

3.11.2 Outdoor Passive

As with the outdoor active group, French Quebec residents have significant higher rankings for the outdoor pasive activities including lying around/relaxing, picnic cookouts and visiting theme parks. In addition, French Quebec residents indicate significantly lower ranking for getting alot of fresh air and sightseeing tours.

3.11.3 City-Life

From the city-life group, the residents clearly differentiate with respect to their rankings on component activities. French Quebec residents recorded significantly lower rankings for attending theatre plays and visiting museums/art galleries. In contrast, English Quebec recorded a significantly higher ranking for visiting museums/art galleries.

With respect to Southern Ontario residents, significantly lower rankings were obtained for visiting museums/art galleries and visiting big cities.

3.11.4 History/Culture

For the history/culture group, only French Quebec residents show any significant changes in the ranking of any of the component activities. This change shows a lower ranking for experiencing a unique culture and local customs.

3.12 Activity Grouping by Origin - A Second Look

Analyzing the activity groupings by origin produces twelve (12) different segments. Presented below are th 12 segments with their respective average rank scores - the lower the average rank the higher the proportions/numbers of respondents liking the particular group/type of activities.

Segment	Average Rank
English Quebec : History/Culture	9.5
Ontario : History/Culture	9.8
French Quebec : outdoor passive	11.3
Ontario : outdoor passive	11.4
French Quebec : History/Culture	11.8
English Quebec : outdoor passive	12.9
English Quebec : city-life	16.7
Ontario : city-life	18.7
French Quebec : outdoor active	19.2
French Quebec : city-life	19.7
Ontario : outdoor active	21.2
English Quebec : outdoor active	21.3

Clearly the two segments indicating the greatest number of potential visitors would be History/Culture in English Quebec and History/Culture in Ontario. Both of these groups have average rank scores less than 10. Contrasting this, the smallest two segments belong to outdoor active in Ontario and English Quebec. These two groups recorded average rank scores of more than 20.

Segments by Activity

From a different perspective, promotion of outdoor active and passive activities would be more beneficial in French Quebec while the history/culture and city-life activities would be better in English Quebec.

Segments by Origin

As above, promotion in Ontario and Quebec (English) origins would be more beneficial for history/culture activities while promotion in French Quebec should be outdoor passive.

3.13 Newfoundland and Labrador Question Areas

3.13.1 Provincial Ties

Approximately 1 in 10 (10.8%) of the Southern Ontario and Quebec respondents reported having friends and relatives living in Newfoundland and Labrador. Of these, over 2/3 (70.2%) indicated they plan to take a trip in excess of 1000 miles during the next two years. In addition 2/5 (39.3%) of the respondents having friends in the province are very likely or likely to visit Newfoundland during this time (more than twice the population average of 18.6%). Exactly 1 in 4 (25.0%) of the respondents intending to take a trip of 1000 or more miles are very likely or likely to visit Newfoundland in the next two years (1.4 times higher than the population average).

For those respondents not reporting friends in Newfoundland, just under 3/5 (59.7%) intend to take a trip of 1000 or more miles. In addition, 16.1% are very likely or likely to visit Newfoundland in the next two years.

3.13.2 Previous Visits

Approximately 1 in 8 (12.1%) of the respondents reported visiting Newfoundland and Labrador on a previous occasion. Of these, over 1/2 (54.5%) reported Newfoundland as their main destination and 1/3 (36.4%) said Newfoundland was part of a Maritime tour.

With respect to visiting Newfoundland, 29.2% of those respondents that visited previously are very likely or likely to return in the next two years (1.6 times higher than the population average). For those not indicating past visits, only 16.8% are very likely or likely to visit in the next two years.

Table 14 - Intent to Travel 1000 + miles by Friends/Relatives in Nfld

Count Row % (column %)	Have Friends/Relatives in Nfld & Labrador	Do not have Friends/Relatives in Nfld & Labrador	
Intend to travel 1000 + miles	59 12.5 (70.2)	414 87.5 (59.7)	473 60.9
Do not intend to travel 1000 + miles	25 8.2 (29.8)	279 91.8 (40.3)	304 39.1
	84 10.8	693 89.2	777

Table 14a - Likelihood of visiting Newfoundland by Friends/Relatives in the Province

Count Row % (columns %)	Have Friends/Relatives in Nfld & Labrador	Do not have Friends/Relatives in Nfld & Labrador	
Very likely	14 36.8 (16.7)	24 63.2 (3.5)	38 4.9
Likely	19 17.9 (22.6)	87 82.1 (12.6)	106 13.6
Unsure	25 9.5 (29.8)	239 90.5 (34.5)	264 34.0
Not Likely	18 8.5 (21.4)	193 91.5 (27.8)	211 27.2
Not Very Likely	8 5.1 (9.5)	150 94.9 (21.6)	158 20.3
	84 10.8	693 89.2	777

Table 14b - Likelihood of visiting Newfoundland by Intent to Travel 1000 + miles

Count Row % (columns %)	Intend to Travel 1000 + miles	Do not intend to Travel 1000 + miles	
Very Likely	31 81.6 (6.6)	7 18.4 (2.3)	38 4.9
Likely	87 82.1 (18.4)	19 17.9 (6.3)	106 13.6
Unsure	164 62.1 (34.7)	100 37.9 (32.9)	264 34.0
Not likely	121 57.3 (25.6)	90 42.7 (29.6)	211 27.2
Not Very Likely	70 44.3 (14.8)	88 55.7 (28.9)	158 20.3
	473 60.9	304 39.1	777

Table 15 - Number and Percent of Respondents that Visited Newfoundland Previously

Visited Nfld & Labrador previously	# of Responses	%
Yes	76	12.1
No	550	87.9
	626	

Table 15a - Reason for Previous Visit

Reason	# of Responses	%
Newfoundland was my main destination	42	54.5
Newfoundland was part of a planned trip to the Maritimes	28	36.4
Other	7	9.1
	77	

Table 16 - Likelihood of Visiting Newfoundland by Visited Previously

Count Row % (columns)	Visited Nfld & Labrador Previously	Have never visited Nfld & Labrador	
Very Likely	8 26.7 (11.1)	22 73.3 (4.2)	30 5.1
Likely	13 16.5 (18.1)	66 83.5 (12.6)	79 13.3
Unsure	20 9.5 (27.8)	190 90.5 (36.4)	210 35.4
Not Likely	18 11.3 (25.0)	142 88.7 (27.2)	160 26.9
Not Very Likely	13 11.3 (18.1)	102 88.7 (19.5)	115 19.4
	72 12.1	522 87.9	594

3.14 Perceptions of Newfoundland as a Travel Destination
(Table Follows)

Respondents were to indicate their level of agreement with a series of Newfoundland "knowledge/perceptions" statements.

The Results:

- over 1/2 (52.8%) of the respondents feel they can afford a Newfoundland vacation.

- over 2/5 (42.5%) feel the summer weather in Newfoundland is comparable to that of Southern Ontario and Quebec.

- almost 1/2 (47.7%) feel the time necessary to travel to the province is reasonable.

- almost 1/3 (32.3%) feel a Newfoundland vacation would be good value for their money.

- almost 3/4 (71.3%) agree there are many colorful Newfoundland words and expressions.

- over 1/4 (27.2%) feel there is many children's activities in the province.

- over 2/3 (66.5%) agree the Newfoundland scenery/landscape will take their breath away.

- almost 1/5 (18.6%) are very likely/likely to visit Newfoundland in the next two years.

Table 17 - Perceptions of Newfoundland as a Travel Destination

	Strongly Agree	Agree	Unsure	Disagree	Strongly Disagree
I cannot afford a vacation in Newfoundland.	10.4	9.6	27.2	39.4	13.4
The summer weather in Newfoundland is comparable to that of Southern Ontario and Quebec.	5.3	37.2	41.6	13.8	2.1
Too much of my vacation time would be spent travelling to and from Newfoundland.	5.4	20.4	26.5	41.9	5.8
A vacation in Newfoundland is great value for my money.	7.4	24.9	62.6	4.0	1.1
Newfoundland has a well developed highway and road system.	3.8	30.2	60.6	4.4	1.0
There are many colorful Newfoundland words and expressions.	22.8	48.5	26.7	1.5	0.5
There are many activities for my children to enjoy in Newfoundland.	5.6	21.6	68.1	3.3	1.4
The Newfoundland landscape/ scenery will take your breath away.	26.7	39.8	32.3	1.0	0.2

	Very Likely	Very Likely	Unsure	Not Likely	Not very Likely
Newfoundland is a place I am likely to visit in the next two years.	4.8	13.8	34.2	27.2	20.0

3.15 Perceptions of Newfoundland as a Travel Destination by Some Demographics

As noted in the previous section respondents were to indicate their level of agreement (5 pt scale) with a series of Newfoundland vacation perception statements. This section will profile these statements as they relate to different age, household income, educational backgroud, and community size groups. In addition a breakdown by whether a respondents familiarity with Newfoundland (either through previous visits or Friends/Relative in the province) plays any role in their perception. Briefly summarized; different Newfoundland statements do provide significantly different levels of agreement by the respondents in the Southern Ontario and Quebec markets.

3.15.1 Differences by Age

Respondents between the ages of 25 and 29 are more likely to agree the Newfoundland summer weather is comparable to that of Southern Ontario and Quebec. However, this same group is less likely to accept that there is many colorful words/expressions, many activities for children, and are less likely to visit Newfoundland in the next two years.

Respondents between the ages of 45 and 54 are more likely to agree that they can afford a Newfoundland vacation as well as believing too much travelling time would be spent getting to the province. In addition this same group is less likely to believe the summer weather in the province is similar to Ontario and Quebec.

Respondents between the ages of 30 and 34 are more likely to visit Newfoundland during the next two years. In addition this same group are more likely to agree;

- they can afford a Newfoundland vacation
- there are many children activities
- the Newfoundland scenery will take their breath away

and less likely to agree, that the Newfoundland summer weather is camparable to Southern Ontario/Quebec and in addition less likely to agree that too much of their vacation time would be spent travelling to the province.

3.15.2 Differences by Household Income

Respondents reporting a household income under $10,000 are more likely to agree that they cannot afford a Newfoundland vacation however, somewhat contradicting this statement is the fact that these same respondents feel a Newfoundland vacation would be good value for their money. In addition this same group are less likely to agree that;

- the Newfoundland summer weather is comparable
- Newfoundland has a well developed road system
- there are many colorful words and expressions

Respondents reporting a household income between $40,000 and $49,999 are more likely to visit Newfoundland during the next two years. In addition these same respondents are more likely to agree that Newfoundland has a well developed road system, colorful words/expressions and extrodinary scenery.

Not surprisingly, respondents reporting a household income in excess of $40,000 are more likely to agree that they can afford a Newfoundland vacation, while respondents earning a household income of less that $20,000 are more likely to agree they cannot afford a Newfoundland vacation.

3.15.3 Differences by Education Level

Respondents with an university or college education are more likely to visit Newfoundland in the next two years. In addition these respondents are more likely to agree that they can afford a Newfoundland vacation but less likely to agree Newfoundland has many activities for children.

Respondents that have completed same post graduate work are more likely to agree Newfoundland has colorful word/expressions, exceptional scenery and less likely to agree that the province has many activities for children. Contrasting respondents who have completed university, college or post graduate studies, respondents completing only elementary schooling are less likely to agree that they can afford a Newfoundland vacation.

3.15.4 Differences by Community size

Respondents living in communities of 100,000 to 500,000 people are more likely to visit Newfoundland in the next two years. This group did not record scores significantly above the population norm for any of the other perception statements.

Respondents living in communities in excess of 500,000 people are more likely to agree they can afford a Newfoundland vacation and more likely to agree that Newfoundland has exceptional scenery.

3.15.5 Differences by Previous visits/Provincial ties

Not surprisingly respondents having Friends/Relatives living in the province or have visited Newfoundland on a previous trip are more positive with their impressions, perceptions and likelihood of visiting than those respondents that do not.

In addition to being more likely to visit in the next two years this group of respondents are more likely to agree with the following:

- a Newfoundland vacation would be good value for their money
- Newfoundland has a well developed highway and road system
- the existance of many colorful words/expressions
- Newfoundland has many activities for children
- Newfoundland has exceptional scenery

Newfoundland Attitude Statements

(To be used with the Following Table)

Statement	
A	I cannot afford a vacation in Newfoundland.
B	The summer weather in Newfoundland is comparable to that of Southern Ontario and Southern Quebec.
C	Too much of my vacation time would be spent travelling to and from Newfoundland.
D	A vacation in Newfoundland is a good value for my money.
E	Newfoundland has a well developed highway and road system.
F	There are many colorful Newfoundland words and expressions.
G	There are many activities for my children to enjoy in Newfoundland.
H	The Newfoundland Landscape/scenery will take your breath away.

% of Respondents indicating strongly agree or agree (very likely or likely) for Nfld Attitude Statements

STATEMENT	A	B	C	D	E	F	G	H	I
Population	20.0	42.5	25.8	32.3	34.0	71.3	27.2	66.5	18.6
Age									
18-24	23.3	40.0	10.0	30.0	10.0	33.3	13.3	56.7	6.9
25-29	20.3	48.6	27.0	31.1	31.1	64.9	13.5	62.2	10.8
30-34	10.6	31.8	19.7	30.3	30.3	71.2	34.8	74.2	32.8
35-39	18.1	44.7	22.3	26.6	33.0	72.3	21.3	67.0	11.6
40-44	18.3	46.5	23.9	32.4	36.6	81.7	28.2	78.9	16.7
45-54	12.6	34.7	31.6	34.7	33.7	80.0	26.3	67.4	17.3
55-64	16.0	47.0	26.0	37.0	31.0	74.0	26.0	61.0	23.1
65 +	23.0	47.5	19.7	50.8	37.7	83.6	26.2	86.9	21.6
Household $									
Under $10,000	41.9	20.9	20.9	44.2	16.3	60.5	30.2	69.8	8.9
$10,000-$19,999	29.3	50.0	19.5	36.6	26.8	64.6	30.5	68.3	15.5
$20,000-$29,999	16.5	44.1	24.4	35.4	29.9	68.5	19.7	62.2	22.9
$30,000-$39,999	17.0	37.5	22.3	30.4	33.0	69.6	25.9	69.6	15.2
$40,000-$49,999	2.9	44.3	20.0	35.7	40.0	78.6	28.6	75.7	29.6
$50,000 plus	6.3	49.2	29.4	30.2	35.7	84.1	20.6	70.6	15.5
Education Level									
Elementary	26.8	51.2	22.0	41.5	26.8	73.2	34.1	63.4	15.2
Secondary	22.8	40.9	22.4	33.2	29.3	72.0	28.0	68.5	15.5
CEGEP	5.0	50.0	35.0	45.0	30.0	80.0	15.0	90.0	4.5
University/college	13.6	44.7	25.2	32.5	35.4	70.9	21.8	66.0	23.7
Post Graduate	9.2	40.2	23.0	34.5	32.2	79.3	18.4	72.4	18.4
Other	16.7	16.7	33.3	16.7	50.0	50.0	33.3	83.3	0.0
Community Size									
Under 1,000	63.6	27.3	18.2	27.3	18.2	45.5	27.3	54.5	0.0
1,000-9,999	24.3	48.6	21.4	48.6	22.9	75.7	32.9	75.7	20.8
10,000-29,999	19.6	35.3	11.8	33.3	33.3	70.6	23.5	72.5	16.4
30,000-99,999	12.8	40.2	25.6	35.0	33.3	69.2	24.8	63.2	20.0
100,000-500,000	23.3	42.5	26.0	37.0	38.4	75.3	26.0	69.9	25.3
Over 500,000	13.1	45.4	25.5	30.3	33.5	75.3	22.7	71.7	15.8

STATEMENT	A	B	C	D	E	F	G	H	I
Visit Nfld Previously									
Yes	15.7	47.2	18.8	65.2	66.7	88.7	42.8	91.9	28.0
No	17.3	42.1	24.3	29.6	27.4	70.7	26.4	64.2	16.6
Friends/Relatives in Nfld									
Yes	22.4	42.4	22.4	58.3	50.6	89.0	41.9	82.4	39.1
No	19.2	42.3	26.2	28.4	31.5	68.8	25.4	64.3	15.8

3.16 Profile of those Respondents very likely or likely to visit Newfoundland and Labrador in the next two years

	# of Responses	%
Very Likely	41	4.8
Likely	117	13.8
Unsure	289	34.2
Not Likely	230	27.2
Not Very Likely	109	20.0
	846	

Respondents were asked to rate their level of likelihood in visiting Newfoundland in the next two years. As shown above 18.6% of the respondents reported that they are very likely or likely to visit Newfoundland in the next two years. In addition, 34.2 % are unsure about their vacation intention with respect to our province.

This section will attempt to rank the potential for a Newfoundland vacation by various demographic characteristics. This rank is entirely based on the response to the question, relating to likelihood of visit in the next two years.

3.16.1 Rank By Age

The respondents showing the greatest potential for a Newfoundland and Labrador are those between 30 and 34 years of age. This group is 1.8 times higher than the population average of 18.6%. Other age groupings showing potential are between 55 and 64 or respondents over 65 years of age (both groups approximately 1.2 times higher than the population average.

Respondents under 30 years of age appear to show very little potential/interest in visiting Newfoundland in the next 2 years.

3.16.2 Rank By Household Income

Respondents showing the greatest potential for a Newfoundland vacation in the next two years report a household income between $40,000 and $49,999. This group is 1.6 times higher than the population average of 18.6%.

In addition respondents reporting a household income between $20,000 and $29,999 show potential for a Newfoundland vacation (1.2 times higher than the population average).

Households reporting an income under $10,000 show the least potential/interest in visiting the province.

3.16.3 Rank By Education Level

Respondents showing the greatest potential/interest in a Newfoundland vacation are those that have completed university or a college level education. This group is 1.3 times higher than the population average of 18.6%. Respondents showing the least potential have not completed/attended any formal education classes.

3.16.4 Rank By Community Size

Respondents living in communities "houseing" 100,000 to 500,000 people show the greatest potential/interest in visiting Newfoundland in the next two years. This group is 1.4 times higher than the population average of 18.6%. Other community sizes showing moderate potential are those between 1,000 and 9,999 people (both approximately 1.1 higher than the population average.

Communities under 1,000 people show very little potential/interest in a Newfoundland vacation.

3.16.5 Rank By Provincial Ties

Not surprisely, respondents reporting previous visits to the province or reporting Friends/Relatives in the province show the greatest potential/interest in visiting Newfoundland in the next two years. (1.5 and 2.1 times higher than the population average)

3.16.6 Rank By Intent for 1000 + mile trip

Again, not surprisely; respondents intending 1000 + mile trip in the next 2 years show the greatest potential/interest in a Newfoundland vacation. This group is 1.3 times higher than the population average.

Age	% of Respondents very likely or likely to visit Nfld in the next 2 years	Index
30-34	32.8	176
55-64	23.1	124
65 +	21.6	116
45-54	17.3	93
40-44	16.7	90
35-39	11.6	62
25-29	10.8	58
18-24	6.9	37
Overall	18.6	100

Household Income	% of Respondents very likely or likely to visit Nfld in the next 2 years	Index
$40,000-49,999	29.6	159
$20,000-29,999	22.9	123
$50,000 +	15.5	83
$10,000-19,999	15.5	83
$30,000-39,999	15.2	82
under $10,000	8.9	48
Overall	18.6	100

Education Level	% of Respondents very likely or likely to visit Nfld in the next 2 years	Index
university/college	23.7	127
post graduate	18.4	99
secondary	15.5	83
elementary	15.2	82
CEGEP	4.5	24
other	0.0	0
Overall	18.6	100

Community Size	% of Respondents very likely or likely to visit Nfld in the next 2 years	Index
100,000-500,000	25.3	136
1,000-9,999	20.8	112
30,000-99,999	20.0	108
10,000-29,999	16.4	88
500,000 +	15.8	85
Under 1,000	0.0	0
Overall	18.6	100

Friends/Relatives in Nfld	% of Respondents very likely or likely to visit Nfld in the next 2 years	Index
Yes	39.1	210
No	15.8	85
Visited Nfld Previously		
Yes	28.0	151
No	16.6	89
Overall	18.6	100

Intent for a 1000 + mile trip	% of Respondents very likely or likely to visit Nfld in the next 2 years	Index
Yes	25.0	134
No	8.6	46
Overall	18.6	100

APPENDIX

Georgian College
of Applied Arts and Technology

One Georgian Drive,
Barrie, Ontario L4M 3X9
Telephone 705-728-1951

March 4, 1985

Dear Resident:

Residents of Ontario and Quebec are great travellers and visit many of the other provinces in Canada. Every province wishes to provide the best experience for its visitors. The Tourism Industry in Newfoundland is interested in how the people of Ontario and Quebec view Newfoundland as a vacation spot.

Your household is one of a small number in which people are being asked to give their opinion about Newfoundland. It was drawn from a random sample of Ontario and Quebec residents. In order that the results truly represent the thinking of the people of Ontario and Quebec, it is important that each questionnaire be completed and returned.

You may be assured of complete confidentiality. The questionnaire has an identification number for mailing and prize drawing purposes only. This is so that we may check your name when your questionnaire is returned and also draw the winning number for our Grand Prize.

By participating in this study you will be assisting the Tourism Industry of Newfoundland and YOU COULD WIN ONE OF TWO HOLIDAY WEEKENDS in St. John's Newfoundland (Transportation and Accommodation for 2 included).

If you would assist us and complete the enclosed questionnaire and return it in the self-addressed envelope we will ENTER YOU for the chance of a holiday for two.

I would be most happy to answer any questions you might have. Please write or call. The telephone number is (705) 728-1951.

Thank you for your assistance and good luck.

Sincerely,

Dorothy Dowling

Dorothy Dowling

P.S. Two winners of the trip to St. John's will be selected - - one from Ontario and the other from Quebec.

No. _____

NEWFOUNDLAND AND LABRADOR TRAVEL SURVEY

INSTRUCTIONS

We thank you for taking a few minutes to complete this questionnaire, and urge you to be completely open in your responses. READ EACH QUESTION CAREFULLY. Most questions can be answered by circling the response that best represents your view.
The example below illustrates how to respond correctly.

Do you read magazines on a regular basis?

1. Yes
(2) No

Your response will be held in strict confidence and will only be used with other responses collected from other residents from Ontario and Quebec.

Your response will be useful in assisting the Newfoundland and Labrador government in providing a better tourism experience for visitors to Newfoundland.

Feel free to make any comments you wish about your opinions or ideas about Newfoundland. Space has been provided at the end of the survey for you to include any comments.

When you have completed the questionnaire, please return it in the envelope provided. Postage will be paid by the Government of Newfoundland and Labrador.

Thank you for your co-operation. We will enter your name in the draw as soon as we receive your completed questionnaire. Good Luck!

YOUR TRAVEL HABITS

THE FOLLOWING SECTION ASKS YOU ABOUT YOUR TRAVEL HABITS. PLEASE CIRCLE THE NUMBER THAT BEST REPRESENTS YOUR RESPONSE.

1. Have you taken a vacation trip of 1,000 miles (1,600 km) or more (one way) during the last 2 years. For example a trip from Toronto to Winnipeg or Toronto to Florida is approximately 1,000 miles.

1. Yes 2. No **IF NO, PROCEED TO QUESTION 2.**

If Yes: What was the final destination of your last trip?

_____

Did you take your last vacation trip

in: 1. Spring 2. Summer 3. Fall 4. Winter

2. Do you intend to take a pleasure or vacation trip of 1,000 miles (one way) during the next year? 1. Yes 2. No

3. How far in advance do you usually start planning for your vacation trip?

1. Less than 1 month
2. 1 - 3 months
3. 4 – 6 months
4. 7 – 12 months
5. More than 1 year

4. When planning your trip, from which sources do you generally obtain information and / or literature? (Please Indicate All That Apply)

1. Travel Agents
2. Package Tour Companies
3. Friends / Relatives
4. Tourist Information Offices
5. Auto Associations
6. Previous Visits
7. Toll Free Information Numbers
8. TV or Radio
9. Magazines / Newspapers
10. Other (Please Specify)

_____

YOUR LAST SUMMER VACATION TRIP

5. Have you ever taken a summer vacation trip of 1,000 miles (1,600 km) or more one way?

1. Yes
2. No **IF NO, GO TO QUESTION 7.**

6. This question refers to your last summer trip (1000 or more miles one way).

a) What was the composition of the group you were travelling with?

1. Alone
2. Husband
3. Couple with Children
4. Other Family Members
5. Group of Friends
6. Couple
7. Business Associates
8. Other (Please Specify) _____

b) What mode of transportation did you use while on this trip?

1. Car
2. Air
3. Bus
4. Rail
5. Boat
6. Motor Home / Camper
7. Other (Please Specify) _____

c) Which types of accommodations did you use while on this trip? (Please Indicate All That Apply)

1. Hotel / Motel
2. Camping / Trailer Park
3. Homes of Friends / Relatives
4. Private Cottage / Cabin
5. Commercial Cottage / Cabin
6. Other (Please Specify) _____

READING, RADIO AND TELEVISION PREFERENCES

THE FOLLOWING SECTION ASKS YOU ABOUT YOUR READING, RADIO LISTENING AND TELEVISION VIEWING PREFERENCES. PLEASE CIRCLE THE NUMBER THAT BEST REPRESENTS YOUR RESPONSE.

7. Which types of radio programs do you listen to on a regular basis? (Please Circle All That Apply)

1. Rock
2. Popular – Easy Listening
3. Country and Western
4. Jazz
5. Classical
6. News
7. Don't Listen to the Radio
8. Other (Please Specify) _____

8. Which types of television programs do you watch on a regular basis? (Please Circle All That Apply)

1. News
2. Educational / Documentaries
3. Cultural Programs
4. Situation Comedies
5. Detective / Adventure
6. Soap Operas
7. Religious Programs
8. Sports
9. Movies
10. Talk Shows
11. Quiz Shows
12. Other (Please Specify) _____

9. Please list 3 magazines that you read on a regular basis?

1. _____ 2. _____ 3. _____

YOUR ATTITUDE TOWARDS VACATION TRAVEL

10. Please indicate your level of agreement with the following statements concerning vacation travel in general by circling the number that best represents your response.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
a) I like to make all my arrangements before I start my vacation.	1	2	3	4	5
b) I would rather take a number of short trips instead of one long one.	1	2	3	4	5
c) I prefer destinations that are close to home.	1	2	3	4	5
d) I like to meet new and interesting people while on vacation.	1	2	3	4	5
e) I take vacations to get away from the hustle and bustle.	1	2	3	4	5
f) I prefer to take my vacation in the winter and go to a hot climate.	1	2	3	4	5
g) While on vacation, my only thought is to have fun and be entertained.	1	2	3	4	5
h) I would just as soon spend my money on things other than a vacation.	1	2	3	4	5
i) It's important that the destination has many activities for me to enjoy.	1	2	3	4	5
j) On my vacation, I like to go to first class hotels and restaurants.	1	2	3	4	5
k) I prefer a "package" vacation; ie., one cost that includes transportation, accommodation and an itinerary.	1	2	3	4	5
l) I like to visit new and different places on each vacation.	1	2	3	4	5

11. **Please indicate how much you like doing the following activities while on vacation. Circle the number that best represents your response.**

	Like Very Much	Like Somewhat	Neutral	Dislike Somewhat	Dislike Very Much
Camping and Tenting	1	2	3	4	5
Swimming	1	2	3	4	5
Visiting Big Cities	1	2	3	4	5
Visiting Amusement / Theme Parks	1	2	3	4	5
Visiting Friends / Relatives	1	2	3	4	5
Meeting New People	1	2	3	4	5
Lying around and relaxing	1	2	3	4	5
Hiking and Backpacking	1	2	3	4	5
Just enjoying the scenery	1	2	3	4	5
Attending Theatre / Plays	1	2	3	4	5
Shopping	1	2	3	4	5
Picnic / Cookouts	1	2	3	4	5
Mountain Climbing	1	2	3	4	5
Visiting Smaller Towns	1	2	3	4	5
Winter Skiing	1	2	3	4	5
Going to Discotheques / Pubs	1	2	3	4	5
Playing Golf	1	2	3	4	5
Dining in Fine Restaurants	1	2	3	4	5
Visiting Museums / Art Galleries	1	2	3	4	5
Getting a Good Tan	1	2	3	4	5
Fishing	1	2	3	4	5
Visiting Historical Sites	1	2	3	4	5
Visiting Nat'l / Prov. Parks	1	2	3	4	5
Experiencing a Unique Culture and Local Customs	1	2	3	4	5
Getting a lot of Fresh Air	1	2	3	4	5
Taking Sightseeing Tours	1	2	3	4	5
Attending Local Festivals	1	2	3	4	5
Attending Sporting Events	1	2	3	4	5
Seeing Natural Wonders	1	2	3	4	5
Sailing or Boating	1	2	3	4	5

NEWFOUNDLAND

THE FOLLOWING SECTION DEALS SPECIFICALLY WITH NEWFOUNDLAND AND HOW YOU VIEW IT AS A VACATION DESTINATION. CIRCLE THE NUMBER THAT BEST REPRESENTS YOUR RESPONSE.

12. **a) Do you have friends or relatives living in Newfoundland?** 1.) Yes 2.) No

b) Have you ever visited Newfoundland on a Vacation Trip? 1.) Yes 2.) No

– IF NO, GO TO QUESTION 13

– IF YES, WAS IT – 1.) The main destination of your vacation

2.) Part of a planned trip to the Maritimes

3.) Other (Please Specify) _____

13. **Listed below are some perceptions of Newfoundland as a vacation destination. Even though you may not have travelled to Newfoundland we are interested in your views. For each statement please circle the number that best represents your response.**

	Strongly Agree	Agree	Unsure	Disagree	Strongly Disagree
a) I cannot afford a vacation in Newfoundland.	1	2	3	4	5
b) The summer weather in Newfoundland is comparable to that of Southern Ontario and Southern Quebec.	1	2	3	4	5
c) Too much of my vacation time would be spent travelling to and from Newfoundland.	1	2	3	4	5
d) A vacation in Newfoundland is a good value for my money.	1	2	3	4	5
e) Newfoundland has a well developed highway and road system.	1	2	3	4	5
f) There are many colourful Newfoundland words and expressions.	1	2	3	4	5
g) There are many activities for my child (ren) to enjoy in Newfoundland.	1	2	3	4	5
h) The Newfoundland landscape / scenery will take your breath away.	1	2	3	4	5

14. **Newfoundland is a place I am likely to visit in the next 2 years. Circle the number that best represents your response.**

Very Likely	Likely	Unsure	Not Likely	Not Very Likely
....1.....	.....2.....	3.....	.....4.....	.....5...

If you circled 4 or 5, please indicate why you feel a trip to Newfoundland in the next 2 years is not likely.

_____

_____

_____

A FEW QUESTIONS ABOUT YOU

THE FOLLOWING SECTION ASKS SOME GENERAL QUESTIONS ABOUT YOU AND YOUR FAMILY. YOUR RESPONSE WILL ASSIST US IN MAKING THE RESULTS MORE MEANINGFUL. PLEASE BE ASSURED THAT ALL ANSWERS WILL BE TREATED IN CONFIDENCE. PLEASE CIRCLE THE NUMBER THAT BEST REPRESENTS YOUR RESPONSE.

15. **What age group do you belong to?**

1. 18 – 24
2. 25 – 29
3. 30 – 34
4. 35 – 39
5. 40 – 44
6. 45 – 54
7. 55 – 64
8. 65 and over

16. **Please indicate your sex.** 1. Male 2. Female

17. **What is your marital status?**

1. Single
2. Married
3. Divorced
4. Widowed
5. Separated

18. **What language do you use most often at home?**

1. English
2. French
3. Other (Please Specify) _____

19. **What is the highest level of formal education you have completed?**

1. Elementary School
2. Secondary School
3. CEGEP (Quebec residents only)
4. College or University
5. Post – Graduate Study
6. Other

20. a) **What is your occupation?** _____

b) **What is your spouse's / partner's occupation?**

1) _____ 2) Does Not Apply

21. **In your immediate family, how many children under 16 years of age are living at home?**

1. None
2. One
3. Two
4. Three
5. Four or more
6. Does not apply

22. **What size is your home community?**

1. Less than 1,000
2. 1,000 to 9,999
3. 10,000 to 29,999
4. 30,000 to 99,999
5. 100,000 to 500,000
6. Over 500,000

23. **What is your present household income, before taxes and deductions?**

1. Under $10,000
2. $10,000 to $19,999
3. $20,000 – $29,999
4. $30,000 – $39,999
5. $40,000 – $49,999
6. $50,000 – over

THANK YOU FOR YOUR CO – OPERATION.

PLEASE RETURN YOUR COMPLETED QUESTIONNAIRE IN THE PREPAID ENVELOPE. YOU ARE ONE OF A FEW SELECTED INDIVIDUALS TO RECEIVE THIS QUESTIONNAIRE AND WE VALUE YOUR RESPONSE.

P.S. EVEN IF YOU HAVE ONLY ANSWERED A FEW OF THE QUESTIONS WE STILL ARE INTERESTED IN YOUR VIEWS.

– COMMENTS –

_____

_____

_____

_____

_____

Georgian College
of Applied Arts and Technology

One Georgian Drive,
Barrie, Ontario L4M 3X9
Telephone 705-728-1951

le 4 mars, 1985

Cher(e) résidant(e):

Les gens du Québec sont de grands voyageurs et aiment visiter plusieurs provinces du Canada. Chaque province cherche à procurer une bonne expérience de voyage pour ses visiteurs. L'industrie touristique de Terre-Neuve s'intéresse au point de vue des Québecois vis à vis Terre-Neuve comme destination de vacances.

Votre foyer fut choisi parmi un nombre limité auxquels nous demandons aux résidants d'exprimer leurs opinions au sujet de Terre-Neuve. Votre foyer a été choisi au hazard parmi un echantillon représentatif de la population du Québec.

Afin d'obtenir des résultats adéquats, il est très important que chaque questionnaire soit rempli et retourné.

Soyez assurer que vos réponses demeureront strictement confidentielles. Les questionnaires sont numérotés seulement pour expédier le courrier et pour nous aider avec le tirage des prix.

En participant à cette enquête, vous allez non seulement aider l'industrie touristique de Terre-Neuve, mais aussi vous courez la chance de gagner une des deux fin de semaine de vacances à St. John, Terre-Neuve. (Transport et hébergement pour deux inclus.)

Vous pouvez nous aider grandement en remplissant le questionnaire ci-joint et en le retournant dans l'enveloppe adressée à notre nom. Ensuite votre nom sera déposé dans le baril pour le tirage des vacances pour deux.

Pour plus amples renseignements, n'hésitez-pas de m'écrire ou composez le numéro (705) 726-9744 ou (705) 728-1951.

Merci de votre collaboration et bonne chance!

Salutations distinguées,

Dorothy Dowling

Dorothy Dowling,
Directrice du projet

N.B. Un gagnant sera choisi du Québec pour un des voyages pour deux à St. John, Terre-Neuve.

TERRE-NEUVE ET LABRADOR ENQUÊTE SUR LES VOYAGES

INSTRUCTIONS

Nous vous remercions d'avoir pris ces quelques minutes pour remplir ce questionnaire. N'hésitez-pas à répondre franchement. LISEZ CHAQUE QUESTION ATTENTIVEMENT. Pour la plupart des questions, vous devez encercler le numéro qui représente le plus précisement votre point de vue.

Voici un example:

A quelle saison avez-nous pris vos dernières vacances?

(1) printemps 2. été
3. automne 4. hiver

Vos réponses demeureront strictement confidentielles et seront utilisées avec les autres réponses rassemblées du Québec et de l'Ontario.Vox réponses aideront au gouvernement de Terre-Neuve à procurer pour ses visiteurs, une bonne expérience touristique.

N'hésitez-pas à offir vos commentaires et vos opinions sur Terre-Neuve. Il y a de la place à la fin du questionnaire pour écrire vos commentaires.

Une fois rempli, veuillez nous envoyer le questionnaire dans l'enveloppe fournie. Le tarif postal sera payé par le gouvernement de Terre-Neuve.

Merci de votre collaboration. Aussitôt que nous recevons votre questionnaire, nous allons déposé votre nom dans le baril pour le tirage. Bonne chance!

VOS HABITUDES DE VOYAGES

DANS LA SECTION SUIVANTE, VEUILLEZ INDIQUER VOS HABITUDES DE VOYAGE. ENCERCLEZ LE NUMÉRO DE LA RÉPONSE QUI REPRÉSENTE LE PLUS PRÉCISEMENT VOS HABITUDES VIS À VIS LE VOYAGE.

1. **Avez-vous pris un voyage de 1000 milles (1600 km.) ou plus (un sens) pendant les derniers deux ans? (Par example, un voyage de Toronto à Winnipeg ou de Montreal à Floride est à peu pres 1000 milles.)**

   1.Oui 2. **SI "NON", PASSEZ À LA QUESTION # 2.**

   Si "Oui": Quelle était la destination de votre dernier voyage?

   _____

   À quelle saison de l'année avez-vous voyagé? 1. printemps 2. été 3. automne 4. hiver

2. **Cette année, avez-vous l'intention de prendre des vacances ou faire un voyage de 1000 milles ou plus?**

   1. Oui 2. Non

3. **Combien à l'avance planifiez-vous vos vacances ou vos voyages?**

   1. Moins d'un mois
   2. 1 - 3 mois
   3. 4 – 6 mois
   4. 7 - 12 mois
   5. Plus d'un an

4. **Lorsque vous planifiez votre voyage, de quel réseau obtenez-vous des renseignements ou de la documentation sur la destination de vacances? (Vous pouvez indiquer plus d'une réponse.)**

   1. Agence de voyage
   2. Compagnie de tours organisés
   3. Amis et parents
   4. Bureau de renseignements touristiques
   5. Association d'automobilistes
   6. Visite précédente
   7. Numéros de renseignements à frais payés
   8. T.V. ou radio
   9. Annonces dans les revues ou journaux
   10. Autres: (Précisez s.v.p.)

   _____

VOS DERNIÈRES VACANCES D'ÉTÉ

5. Avez-vous déjà pris des vacances d'été de 1000 milles (1600 km.) ou plus (un sens)?

1. Oui 2. Non SI "NON", PASSEZ À LA QUESTION #2.

6. Cette question concerne votre dernier voyage d'été (1000 milles ou plus, un sens).

a) Avec quel genre de groupe avez-vous voyagé?

1. Seul(e)
2. Époux
3. Couple avec enfants
4. Autres membres de la famille
5. Groupe d'amis(es)
6. Couple
7. Gens d'affaires
8. Autres: (Précisez s.v.p.) _____

b) Quel moyen de transport avez-vous utilisé pendant ce voyage?

1. Automobile
2. Avion
3. Autobus
4. Train
5. Bateau
6. Roulotte/caravane
7. Autres: (Précisez s.v.p.) _____

c) Dans quels genres d'établissements avez-vous demeuré pendant votre voyage? (Vous pouvez indiquer plus d'une réponse.)

1. Hôtel / Motel
2. Terrain de camping ou parc de roulottes
3. Chez des amis ou parents
4. Chalet ou villa privé
5. Chalet ou cabine louée
6. Autre: (Précisez s.v.p.) _____

PRÉFÉRENCES DE LA LECTURE, DE LA RADIO ET DE LA TÉLÉVISION

DANS LA SECTION SUIVANTE, VEUILLEZ INDIQUER VOS PRÉFÉRENCES CONCERNANT L'UTILISATION DE LA LECTURE, DE LA RADIO ET DE LA TÉLÉVISION. ENCERCLEZ LE NUMERO DE LA REPONSE QUI S'APPLIQUE.

7. Quelles émissions de radio écoutez-vous régulièrement? (Vous pouvez encercler plus d'une réponse.)

1. Musique rock
2. Musique populaire
3. Musique country et western
4. Musique jazz
5. Musique classique
6. Nouvelles
7. Je n'écoute pas à la radio.
8. Autres: (Précisez s.v.p.) _____

8. Quels genres d'émissions regardez-vous régulièrement à la télévision? (Vous pouvez encercler plus d'une réponse.)

1. Nouvelles
2. Émissions éducatives (National Georgraphic)
3. Émissions culturelles (concerts, opéra, théâtre)
4. Comédie
5. Émissions d'adventure, policière, ou à suspense
6. Mélo à épisodes
7. Émissions religieuses
8. Émissions sportives
9. Films
10. Tête à tête
11. Quiz télévisés
12. Autres: (Précisez s.v.p.) _____

9. Veuillez énumérer les trois revues que vous lisez régulièrement s.v.p.

1. _____ 2. _____ 3. _____

VOS ATTITUDES ENVERS VOYAGER ET LES VACANCES

10. Voici des déclarations concernant voyager en général. Indiquez si vous etes d'accord ou non avec chaque déclaration. Encerclez le numero qui represente le plus precisement votre reponse.

	Tout a fait d'accord	D'accord	Pas certain(e)	Pas d'accord	Pas d'accord du tout
a) J'aime à faire tous les préparatifs avant de partir en voyage.	1	2	3	4	5
b) Je préfère prendre plusieurs courtes vacances plutôt qu'un seul long voyage.	1	2	3	4	5
c) Je préfère les destinations plus près de chez-moi.	1	2	3	4	5
d) Pendant mes vacances, j'aime a rencontrer du nouveau monde.	1	2	3	4	5
e) Je prends des vacances pour échapper au tourbillon d'activités de la vie quotidienne.	1	2	3	4	5
f) Je préfère prendre mes vacances en hiver et de voyager vers des pays chauds.	1	2	3	4	5
g) Pendant mes vacances, mes seules pensées sont de m'amuser et de me divertir.	1	2	3	4	5
h) J'aime mieux dépenser mon argent pour autres choses que des vacances.	1	2	3	4	5
i) Il est très important pour moi, que la destination de vacances ait plusieurs activités agréables.	1	2	3	4	5
j) En vacances, j'aime fréquenter les hôtels et restaurants de très bonnes classes.	1	2	3	4	5
k) Je préfère des vacances organisées: le transport, l'hébergement et l'itinéraire pour un tarif.	1	2	3	4	5
l) A chaque vacances, j'aime aller aux destinations nouvelles et différentes.	1	2	3	4	5

11. Veuillez indiquer combien vous aimez les activités suivantes. Encerclez le numéro de la réponse qui représente le plus précisement vos préférences.

	Aimé beaucoup	Aimé	Pas Certain(e)	Pas aimé	Pas aimé du tout
Faire du camping	1	2	3	4	5
Natation	1	2	3	4	5
Visiter des grandes villes	1	2	3	4	5
Visiter des parcs d'attractions	1	2	3	4	5
Visiter des amis/parents	1	2	3	4	5
Rencontrer du nouveau monde	1	2	3	4	5
Se reposer et se détendre	1	2	3	4	5
Randonnées à pied	1	2	3	4	5
Prendre plaisir à admirer le paysage	1	2	3	4	5
Assister au théâtre/concerts	1	2	3	4	5
Magasinage	1	2	3	4	5
Pique-nique et repas en plein air	1	2	3	4	5
Faire de l'alpinisme	1	2	3	4	5
Visiter des petits villages	1	2	3	4	5
Faire du ski alpin et de fond	1	2	3	4	5
Visiter les discothèques, les bistrots et les pubs	1	2	3	4	5
Faire du golf	1	2	3	4	5
Fréquenter des bons restaurants	1	2	3	4	5
Visiter des musées et des galeries d'art	1	2	3	4	5
Obtenir un beau bronzage	1	2	3	4	5
Faire de la pêche	1	2	3	4	5
Visiter des sites historiques	1	2	3	4	5
Visiter des parcs nationaux/provinciaux	1	2	3	4	5
Explorer une culture unique et des traditions locales	1	2	3	4	5
Prendre de l'air ou assiter aux activités en plein air	1	2	3	4	5
Faire du tourisme - tours organisés	1	2	3	4	5
Assister aux festivals locaux	1	2	3	4	5
Assister aux évènements sportifs	1	2	3	4	5
Voir des merveilles naturelles	1	2	3	4	5
La voile et le canotage	1	2	3	4	5

TERRE-NEUVE

DANS LA SECTION SUIVANTE, VEUILLEZ INDIQUER COMMENT VOUS PERCEVEZ TERRE- NEUVE COMME UNE DESTINATION DE VACANCES. ENCERCLEZ LE NUMÉRO QUI REPRÉSENTE LE PLUS PRÉCISEMENT VOTRE RÉPONSE.

12. Avez-vous des amis ou des parents qui habitent à Terre-Neuve? 1. Oui 2. Non

Si "Non", passez à la question #13

Si "Oui", votre visite était-elle — a) Le but principal de vos vacances.

b) Une partie d'un voyage organisé des provinces maritimes.

c) Autres: (Précisez s.v.p.) _____

DESTINATION

13. Voici des déclarations concernant les perceptions des gens envers Terre-Neuve. Même si vous n'avez jamais visité Terre-Neuve, nous voulons vos opinions. Pour chaque déclaration, encerclez le numéro qui représente le plus précisement vos opinions.

	Tout à fait d'accord	D'accord	Pas certain(e)	Pas d'accord	d'accord du tout
a) Je n'ai pas les moyens de m'offrir un voyage à Terre-Neuve.	1	2	3	4	5
b) L'été à Terre-Neuve est comparable à l'été au sud du Quebec.	1	2	3	4	5
c) Une grande partie de mes vacances seraient passée en chemin à aller et à rentrer de Terre-Neuve.	1	2	3	4	5
d) Des vacances à Terre-Neuve m'offre beaucoup pour mon argent.	1	2	3	4	5
e) Terre-Neuve a un réseau de chemins et de grandes routes bien développé.	1	2	3	4	5
f) Terre-Neuve a plusieurs mots et expressions pittoresques.	1	2	3	4	5
g) Il y a beaucoup d'activités pour mes enfants à Terre-Neuve.	1	2	3	4	5
h) Le paysage de Terre-Neuve est beau à couper le souffle.	1	2	3	4	5

14. **Il est probable que je visite Terre-Neuve dans les deux ans à venir. Encerclez le numero qui représente le plus précisement votre reponse.**

Très probable	Probable	Pas certain(e)	Peu probable	Très peu probable
1	2	3	4	5

Si vous avez encerclé #4 ou #5, veuillez endiquer pourquoi un voyage à Terre-Neuve n'est pas probable d'ici deux ans.

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QUELQUES QUESTIONS SUR VOUS-MÊME

LA SECTION SUIVANTE VOUS POSE DES QUESTIONS GÉNÉRALES SUR VOUS-MÊME ET SUR VOTRE FAMILLE. VOS RÉPONSES NOUS AIDERONT À OBTENIR DES RÉSULTATS PLUS SIGNIFICATIFS. VOS RÉPONSES DEMEURERONT STRICTEMENT CONFIDENTIELLES. ENCERCLEZ LE NUMÉRO DE LA RÉPONSE QUI S'APPLIQUE.

15. **Dans quel groupe d'age vous trouvez-vous?**

1. 18 - 24
2. 25 - 29
3. 30 - 34
4. 35 - 39
5. 40 - 44
6. 45 - 54
7. 55 - 64
8. 65 et plus

16. **Votre sexe?**

1. Mâle
2. Femelle

17. **Quelle est votre situation familliaire?**

1. Célibataire
2. Marié(e)
3. Divorcé(e)
4. Veuf(ve)
5. Séparé(e)

18. **Quelle langue utilisez-vous le plus souvent à la maison?**

1. L'anglais
2. Le francais
3. Autres (Précisez s.v.p.) _____

19. **Quel niveau de scolarité avez-vous complété?**

1. École primaire
2. École secondaire
3. CEGEP (Résidants du Québec seulement)
4. Collège ou université
5. Études post-diplomées

20. a) **Quel est votre métier ou profession?** _____

b) **Quel est le métier ou profession de votre époux(ze) ou partenaire?**

1. _____
2. Ne s'applique pas.

21. **Dans votre propre famille, combien d'enfants ayant moins de 16 ans habite chez-nous?**

1. Aucun
2. Un
3. Deux
4. Trois
5. Quatre ou plus
6. Ne s'applique pas.

22. **Quelle est la population de votre communauté?**

1. Moins de 1,000 personnes
2. 1,000 - 9,999 personnes
3. 10,000 - 29,999 personnes
4. 30,000 - 99,999 personnes
5. 100,000 - 500,000 personnes
6. Plus de 500,000 personnes

23. **Dans quel niveau se situe le revenue total de votre foyer avant la déduction des impôts?**

1. Moins de 10,000$
2. 10,000$ - 19,999$
3. 20,000$ - 29,999$
4. 30,000$ - 39,999$
5. 40,000$ - 49,999$
6. 50,000$ et plus

MERCI DE VOTRE COLLABORATION

VOUS AVEZ ÉTÉ CHOISI(E) PARMI NU NOMBRE LIMITÉ DE PERSONNES POUR RECEVOIR CE QUESTIONNAIRE ET NOUS ESTIMONS VOS RÉPONSES.

N.B. MÊME SI VOUS AVEZ RÉPONDU SEULEMENT À QUELQUE QUESTIONS, NOUS SOMMES TOUJOURS INTÉRESSÉS A VOTRE POINT DE VUE.

COMMENTAIRES

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